CREATING SPACE TO BE BRILLIANT: FORA SIGNALS A PRO-WORKING REVOLUTION

The needs of the workplace have changed dramatically in the past few years and with the advent of Fora, the evolution continues. Fora aims to set the standard for a new way of working. This isn't co-working; this isn't serviced offices. This is ‘pro-working’ - and it’s the future.

Backed by a substantial investment from Brockton Capital, Fora has the ambition to become a category challenger as it leads the way with its revolutionary new concept it calls ‘pro-working’.

Headed by Enrico Sanna, formerly of Deutsche Bank, and Katrina Larkin, co-founder of The Big Chill Group, Fora is a very different proposition to that offered by traditional landlords, serviced offices or co-working providers. Its unique business model will not simply lease space in office buildings, but instead Fora will buy, design and build entire cornerstone properties so that they address their residents’ every need, not just now, but into the future.

Fora’s aim is to evolve the hotel guest experience into the workplace employee experience. For the first time the design, amenities and standards of hospitality and service found in fine hotels and private members’ clubs will be applied to the working environment, enabling residents - not tenants - to focus on developing their business while Fora takes care of the details.

Designed to meet the needs of all businesses, from start-ups and SMEs through to global corporates, Fora will launch on Central Street in Clerkenwell in January 2017. Over the following three to five years, work spaces will be launched in key locations across the capital, including the West End, Ladbroke Grove, Shoreditch, Borough High Street and Spitalfields. Eight locations are already confirmed and under development.

Fora will be designed around the metaphor of a house, with different zones for working, thinking, collaborating and socialising. Residents will be looked after by hotel-style concierges, and enjoy productive and beautifully designed spaces with state-of-the-art board rooms, well-being studios, wet rooms and fully-equipped communal spaces hosting a curated forum of exciting events.

Residents will have access to all Fora locations, along with the ability to tap into the brand’s ‘Little Black Book’, which offers exclusive introductions to Fora’s ‘neighbourhood insider’ network.
As with any fine hotel, Fora will offer an exceptional quality of food and drink. Fora Central Street will incorporate a destination restaurant, Palatino, forged in partnership with leading restaurateur Stevie Parle, chef-owner of the phenomenally successful restaurants Dock Kitchen, Rotorino and Craft London.

Each Fora location is designed to enable residents to maximise their productivity but still remain true to the character of the neighbourhood and the building itself. To this end, Fora has engaged leading architects and interior designers specialising in workspace trends along with pioneers in fields related to productivity.

Fora will further encourage both traditional office tenants and aspiring co-workers to think differently about how they choose their office space in the future. One month's advance, one month's notice and no minimum stay are standard terms. Fora provides the ability to scale the size of a resident’s space up or down to fit their exact demands.

Fora locations are accessible 24/7, 365 days a year. OpenDesks at any Fora location start from £375 per month, OwnedDesks from £475 per month and private OwnedOffices from £600 per month per desk.

Fora is aiming to become a change agent for work, enabling companies to experience the future of work – today.

Enrico Sanna, Fora’s Co-founder & CEO said, “Fora is bringing something completely different to the world of working, or ‘pro-working’ as we like to call it, taking the best of the hotel experience and applying it to the work environment. Fora delivers a cohesive, productive resident experience rather than merely supplying a desk. Through extensive research, we have developed a ground-breaking concept that will give all residents the space to be brilliant.”
Brockton Capital LLP

Brockton Capital LLP was formed as a partnership in 2005 and is an investment adviser to private real estate funds, with a focus on UK real estate. The three Brockton Capital funds raised over the last ten years comprise a total of £1.4bn of equity and invest across all sectors, typically into significant properties that have a large degree of asset management initiatives to undertake at either the financial, physical or occupier level. Brockton invested in Fora in 2015 through its third fund (Brockton Capital Fund III L.P.) and expects to invest over £100m in Fora over the next five years.